

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**RECEIVED**
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AUG 18 2004

In re Application of:)
 Reiner KRAFT et al.)
 Serial No.: 09/757,901)
 Filed: January 10, 2001)
 For: *PERSONALIZED PROFILE BASED*)
ADVERTISING SYSTEM AND METHOD)
WITH INTEGRATION OF PHYSICAL)
LOCATION USING GPS)

Group Art Unit: 3622

Examiner: Daniel Lastra

OFFICIALRESPONSE WITH AMENDMENT UNDER 37 C.F.R. § 1.111VIA FACSIMILE (703) 872-9306

MS - NON-FEE AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

ATTN: Examiner Daniel Lastra

Sir:

The following amendment is being submitted in response to the Office Action dated May 18, 2004. Please enter and consider the following amendment and remarks as follows:

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date August 18, 2004 By: Karen Taragowski Signature: [Signature]
 Applicant, Assignee, or Representative

ARC9-2000-0048-US1

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